

From: Chris Santucci/=WDC/Toyota\_NY. Sent:8/21/2007 8:27 AM.  
To: [ - ] Christopher Tinto/=WDC/Toyota\_NY@Toyota\_NY.  
Cc: [ - ] .  
Bcc: [ - ] .  
Subject: Re: please review .

NHTSA to upgrade ES350 floor mat investigation – TMA received an informal "heads up" call from NHTSA investigators regarding the agency's intention to upgrade PE07-016, a Preliminary Evaluation (PE) of the Lexus ES350 All Weather Floor Mats, to an Engineering Analysis (EA). After reviewing Toyota's written submission of June 11, as well as its own independent testing and field evaluation of incidents, the agency believes that it should upgrade based on the severity of the incidents (i.e. high speed, wide-open-throttle complaints), coupled with its latest count of 40 complaints, 8 crashes and 12 injuries. This count includes complaints (and crash reports) made to NHTSA and Toyota, and recognizes that some individuals filed reports with both NHTSA and Toyota.

Although NHTSA recognizes the efforts Toyota has already made to alert dealers and owners by letter of the potential interference issue (i.e. when the mats are incorrectly stacked on top of one another or placed without the use of the retaining clips), as well as our modifications to the accessory mats (i.e. larger warning labels), NHTSA also believes the design of the floor mat itself (weight, cut, fit) lends itself to causing unintended pedal application when the mat is not secured. In further conversation with the agency, they felt that slightly modifying the existing mat may help alleviate the problem (although the agency can not legally 'prescribe' a fix).

TMA is working closely with NHTSA behind the scenes, requesting copies of their survey results, and providing them background documents, parts, letters, etc. for their internal management briefings, as well as urging them to continue close dialogue to attempt to come to a mutually acceptable solution. TMA has also kept TMS PR in the loop, insuring Q&A preparation, and informed media responses.

Regards,

Chris Santucci - Assistant Manager  
Technical and Regulatory Affairs  
Toyota Motor North America, Inc.  
Ofc (202) 463-6856 Cell (202) 651-1581 Fax (202) 463-8513  
email: Chris\_Santucci@tma.toyota.com

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.exe, .com, .pif, .scr, .cmd, .bat, .vbs, .lnk, .htm, .html, .shs, or .zip

Christopher Tinto/WDC/Toyota\_NY  
08/21/2007 11:09 AM  
To chris santucci  
cc  
Subject please review

NHTSA to upgrade ES350 floor mat investigation – TMA received an informal "heads up" call from NHTSA investigators regarding the agency's intention to upgrade the Preliminary investigation (PE07-016) into the Lexus ES350 All Weather Floor Mats to an Engineering Analysis (EA). After reviewing Toyota's written submission of June 11, as well as its own independent testing and field evaluation of incidents, the agency believes that it should upgrade based on the severity of the incidents (i.e. high speed, wide-open-throttle complaints), coupled with its latest count of 40 complaints, 8 crashes and 12 injuries.

Although NHTSA recognizes the efforts Toyota has already made to alert dealers and owners by letter of the potential interference issue (i.e. when the mats are incorrectly stacked on top of one another), as well as our modifications to the accessory mats (i.e. larger warning labels), NHTSA also believes the design of the floor mat itself (weight, cut, fit) lends itself to causing unintended pedal application even when the mat is not stacked. In further conversation with the agency, they felt that slightly modifying the existing mat may help alleviate the problem (although the agency can not legally 'prescribe' a fix).

TMA is working closely with NHTSA behind the scenes, requesting copies of their survey results, and providing them background documents, parts, letters, etc. for their internal management briefings, as well as urging them to continue close dialogue to attempt to come to a mutually acceptable solution. TMA has also kept TMS PR in the loop, insuring Q&A preparation, and informed media responses.